



Girl Scouts of Central Maryland Troop Resource Manual

“I never thought my SHARE donation made a difference until it wasn’t there to support our local Girl Scout Programs. It really added to the cost of troop activities...Thank goodness our SHARE donations are still subsidizing more than 50% of the costs for our girls’ Girl Scout activities.”

– Karen Meyers, SHARE Coordinator, SU 49

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SHARE Annual Giving Campaign 2011 - 2012

Welcome to another exciting year of Girl Scouting and another year of rallying support for GSCM's annual giving campaign. SHARE (Share Her Annual Real Expenses) raises money for girl programs, leader training, camping, and financial assistance to help make Girl Scouting available for every girl in central Maryland, regardless of her financial situation.

Can you imagine...

- Being a Girl Scout without ever going camping?
- Leading a troop without ever attending training?
- Holding a Service Unit meeting without materials?
- Or, only letting girls who can afford to pay, participate in the fun trips and activities?

These possibilities would be realities if it were not for the funding we receive from Girl Scout families, friends and volunteers. All girls benefit from family SHARE, yet only 26% of families make an investment into a program that helps reinforce core values that will last a lifetime.

The number one rule of fundraising is to simply ask. You would be surprised how many people have never been asked to give, but are more than willing to contribute to our organization. To help you promote SHARE in your community, we are providing this resource booklet, SHARE trainings, regular email updates, and tips and techniques from successful SHARE Coordinators.

Please take time to review the Frequently Asked Questions (on pp 3 & 4) and familiarize yourself with the SHARE campaign. The best way to raise awareness is to be armed with the right information. On behalf of the nearly 29,000 girls and 11,000 volunteers GSCM serves, thank you for advocating for family SHARE.



Maria T. Johnson
Vice President of Advancement

What SHARE supports?

Your family SHARE dollars help us provide outstanding Girl Scout program activities by funding...

- Program Materials – Dance mats, weights...
- Meeting Supplies – Girl Scout trunk, flags...
- Multi-age level activities – Dance, horseback riding...
- Maintenance of 4 camp properties – Equipment, upkeep...
- Publications – GirlsWorld, GS411...
- Grants for Girls – Camp scholarships...
- Website Maintenance
- Volunteer Training – Leader training, CPR, First Aid...
- Insurance – Property, auto, liability...
- Communications Systems
- Volunteer Resource Center – Forms, traveling trunks, patch packets...
- Clementine Peterson Activity Center
- Seton Urban Program and STEM center

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“Yes, SHARE supports programs for girls, camp maintenance and supplies and lots of outdoor adventures. But, let’s not forget another extremely important element...YOU! SHARE provides funds necessary for volunteer screening, First Aid & CPR training, lifeguard certifications, annual leadership trainings, Safety-Wise trainings, and program supplies available to you through the Volunteer Resource Center. The impact you have on the development of girls in your troops will last a lifetime. You’re in the mix, so please help and do your part in making sure your troops participate in family SHARE.”

*~Karen Meyers
SHARE Coordinator, SU 49*

Frequently Asked Questions

What is the SHARE family giving campaign?

The SHARE campaign is an annual fund that raises money to make sure that Girl Scouts has the necessary resources to support the leadership capacity of girls in our community. SHARE stands for Share Her Annual Real Expenses. The actual cost of being a Girl Scout for one year is \$194.15.

What is an annual fund?

The SHARE campaign is just like an annual fund at your local college or university. It is an organized effort to obtain gifts on a yearly basis to support general operations of a non-profit organization. It operates under the principle that there is strength in numbers and we hope that each registered Girl Scout family makes a SHARE contribution. That means that each and every gift, regardless of the size, is important because when pooled together, they have a large impact.

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Why does Girl Scouts of Central Maryland need support?

GSCM strives to keep program fees low so that all girls can afford to participate in Girl Scout activities. Your donations to the family SHARE campaign are necessary to continue developing innovative Girl Scout programs, keeping camp grounds safe and up to state regulations, and assuring volunteers are trained to offer the best possible Girl Scout Leadership Experience.

What is my \$12 registration fee used for?

The entire \$12 yearly registration fee is sent to GSUSA, our national office, to support national program development and cover insurance costs. GSUSA does not give automatic funding to Girl Scouts of Central Maryland for being a Girl Scout Council.

“Volunteers do not necessarily have the time; they just have the heart.”

~Elizabeth Andrew

Frequently Asked Questions cont'd.

I buy cookies. Isn't that enough?

Thank you so much for your time! Girl Scouts depends on its tremendous volunteer power and we could not operate without you. Significant dollars come from the cookie program; however, for the financial health of GSCM, we must continue to diversify our funding streams. Program fees help cover some of the costs, but we rely on donations to meet the actual expense of \$194.15 per girl for a year of Girl Scouting. SHARE also provides support for free volunteer resources available through the VRC, recognitions and recruitment / retention materials. Please recognize the importance of Girl Scouting in your life, by making a gift to family SHARE.

How can parents donate?

It is easy to donate to SHARE! Try one of the following methods:

- During registration, fill in your SHARE contribution on the membership form or while completing your online registration.
- Anytime throughout the membership year by:
- Calling the Annual Fund Manager at 410.358.9711 x 225
- Visiting our secure website at www.gscm.org and clicking on support us.
- Mailing a donation to GSCM, Attn: SHARE, 4806 Seton Drive, Baltimore 21215.
- Supporting troop and service unit activities that benefit SHARE.
- Direct mail appeals sent from Council to families of registered girls.

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Who do I contact with questions about SHARE?

Your SHARE Coordinator is always a resource for the family SHARE campaign. Contact Niakia Cheese, Annual Fund Manager, at 410-358-9711 x 225 or ncheese@gscm.org

“We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop.”

~Mother Teresa

How to talk about the family SHARE giving campaign to parents and ask for a gift

- When speaking to parents and volunteers, it is important to relate to them on a personal level. To begin your conversation, it may be helpful to ask questions, tell personal stories or simply explain why you donate to family SHARE.

- Know the facts! SHARE supports each registered girl and does more than provide grants. Without SHARE and the cookie program, the true cost of Girl Scouting would be \$194.15.

- Share a success story of your own – talk about a girl or troop experience that demonstrates the skills that Girl Scouts offers girls; including goal-setting, teamwork and values. These are skills that girls will keep with them their entire lives.

- Tell about a specific activity in which your Service Unit or troop recently participated. Explain how SHARE donations help support our camp properties and girl programs, and that proper maintenance is essential to girl and adult volunteer safety.

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- Stress that our wide variety of girl programs would cost much more without the support of Girl Scout families. Their SHARE donation helps to defray the direct cost of programming for individual girls and troops.

- Remind parents that Girl Scouting is valuable to their daughters, family, troop and community. Please recognize this by giving back to help make Girl Scouting possible for generations to come.

- Pause, then clearly state: “I know that everyone in the room values Girl Scouts because you are here today. Girls are only young once. Girl Scouts offers a supportive community and learning environment for girls to find new skills and interests, and to build strong values. The family SHARE campaign is a big part of making this possible. For those who have made a 2012 gift, thank you. If you have not, please consider investing in Girl Scouts today.”

► **Remember** the number one reason people do not give to an organization is because they were not asked.

How to Encourage SHARE in Your Troops

- Know your Service Unit's SHARE goal and split your community's goal among all of your troops.
- Set the participation expectation and work throughout the year to get each registered family to make a family SHARE contribution.
- Designate a SHARE Coordinator to work with troops on ways to educate parents about SHARE.
- Promote SHARE with Early Bird registration.
- Include SHARE as part of troop dues.
- Talk about SHARE at Service Unit meetings, troop organizing events and cluster gatherings.
- Use coin tubes to collect spare change.
- Include a SHARE pitch as part of a troop picnic, court of awards, bridging ceremony or other event when families are all together.
- Instead of a gift exchange during the holidays, have troops make a SHARE donation and send it in a card to GSCM.
- Compare the costs of Girl Scouts' expenses to other extracurricular activities.
- Ask churches/ synagogues/ places of worship for a special offering or table in the lobby during Girl Scout week.
- Include SHARE in troop activities (World Thinking Day, spring festivals and holiday parties).
- Participate in Council training and activities.
- Give parents an opportunity to give.

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While every gift is appreciated, please encourage troops to refrain from donating \$1 on every registration. When asked, most donors would not support such a worthy organization with a \$1 gift. Our girls are worth it!

SHARE Awards

In order to recognize the successful efforts of our Council Service Units to promote and sustain SHARE in a timely manner, the following five awards can be earned at the Service Unit level. Statistics from April 1, 2011 through April 30, 2012 will be reviewed and certificates presented at the 2012 Annual Meeting.

Sustained Excellence – This award is given for overall donations that exceed the previous year's Service Unit contributions to the Council by dollar increase.

Hundred Percent – This award recognizes the Service Unit where at least 50% of the troops in the Service Unit have 100% participation in SHARE.

Above & Beyond – This award recognizes the Service Units that contribute the largest average gift in a geographic area.

7 **Realization** – This award recognizes the first Service Unit to achieve their goal in a geographic area. The Service Unit must also have a SHARE representative who notifies the Council in writing of this achievement. (Complete Form # 05-015)

Enterprising Innovation – This award recognizes "successful" SHARE promotion in a new and innovative way. Service Units may nominate themselves for this award. Forms are available in the Volunteer Resource Center and on the Council website at www.gscm.org. (Complete Form # 05-015)



SHARE Coordinator

Job Functions & Description of Responsibilities

The SHARE Coordinator supports the family SHARE giving campaign by educating parents and volunteers about the financial needs and activities of Girls Scouts of Central Maryland. They are appointed by Service Unit Managers (SUM) or SHARE Committee members. This position is a one-year appointment that may be reappointed annually by a community's SUM.

Qualifications:

- Enthusiasm about Girl Scouts and its value to our girls.
- Ability to communicate effectively with individuals and groups from culturally diverse populations.
- Subscribe to principles / purpose of Girl Scouting and be a registered member.
- Knowledgeable of the properties, programs, resources and trainings available.

Responsibilities:

- Help your Service Unit meet SHARE financial and participation goals.
- Participate in at least two Council SHARE events and attend meetings to plan and evaluate the campaign progress.
- Receive campaign progress reports and share the information with your Service Unit.
- Work with the Service Unit Registrar to ensure that each troop receives the SHARE information as soon as they register.
- Enthusiastically promote SHARE to leaders and families throughout the year.
- Ask each troop leader for his / her personal contributions.
- Assist troop leaders in their SHARE campaign ask to all parents.
- Contribute personally to the family SHARE annual giving campaign.
- Provide feedback to the Fund Development staff about community needs and SHARE.

Communities with SHARE Coordinators are more successful with the family SHARE partnership. It is critical to have someone to raise awareness and advocate for SHARE throughout the year. If you, or someone in your troop, is ready to lead your community's SHARE campaign, please contact Niakia Cheese, Annual Fund Manager at 410.358.9711 x 225 or ncheese@gscm.org for training.



9 Following are some additional tools for SHARE Coordinators. Other resources can be found on the GSCM website at: <http://www.gscm.org/supportus/share.html>.

Talking Points

Announce SHARE Goals:

- GSCM's Goal is \$_____
- Your Service Unit goal is \$_____
- The participation goal is 100% or at least 50% for troops and families.
- We are encouraging families to consider increasing their gift by at least 5% or \$5 annually.

Let them know how they can give to SHARE:

- Online at www.gscm.org or through the mail with a VISA or MasterCard credit card payment (\$25 minimum)
- Check(s) made payable to GSCM
- Pledge (\$100 minimum, payable all year)
- Don't forget the power of Matching Gifts from your employer!

Sample Leader Letter

Dear Girl Scout Family:

As a Leader, I have seen the positive impact Girl Scouting has on the lives of our girls. We are reaching out to ask you to join us by becoming a financial supporter of the Girl Scout Program. The \$12 registration fee you pay goes directly to Girl Scouts of the USA to cover program development and supplemental insurance. So how do we provide quality, values-based programs for only \$12? The simple answer is— we can't. Our Council spends about \$194.15 per girl member annually to offset the real costs of the Girl Scout program!

Where does that money come from? This subsidy is made possible by financial support from the community (United Ways, individuals, businesses, etc.), income from the Cookie Program and most importantly, from parents like you. We ask parents to make a donation to SHARE each time you register your daughter for Girl Scouts. Your contributions stay in our community and help provide quality, affordable programming for our girls by helping to underwrite the cost of such things as:

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- Safe, well-maintained facilities and camps for outdoor education;
- Opportunities for you to participate in activities with your Girl Scout;
- Background checks and training for volunteers who serve as role models for our girls; and
- Opportunities for girls to learn critical leadership skills as they develop courage, confidence and character ... while having fun!

Please make your gift today. Support your daughter—support girls—support Girl Scouts, and help change the world one girl at a time!

Yours in Scouting,

P.S. With a gift of \$250 you can underwrite the cost of providing Girl Scouting for one girl for a full year. However, your gift of any amount is important to the quality and financial well being of Girl Scouts of Central Maryland.

